

ORDER



KLAS

Orders
 Order / Rev: 37653
 Alt Order #: 08887096
 Product Desc: Issue
 Estimate: 1788
 Flight Dates: 10/20/12 - 10/22/12
 Original Date / Rev: 10/19/12 / 10/19/12
 Order Type: GENERAL

Primary AE: Mike Jones
 Sales Office: K-WAS
 Sales Region: National

Agency
 Name: Mundy Katowitz Media
 Buying Contact:
 Billing Contact:
 1322 G Street SE
 Washington, DC 20003

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser
 Name: Priorities USA Action
 Demographic: A35+
 Product Codes: PO1
 Priority: LV1
 Revenue Codes: AGY, POL, ISS

New Business Thru:
 Order Separation: 00:15:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	4	\$6,400.00	\$5,440.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	4	\$6,400.00	\$5,440.00	0.00
Totals	4	\$6,400.00	\$5,440.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$6,400.00
Market	100%	\$21,333.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$5,333.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$1,066.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/22/12	10/22/12	137-237a M-F Elec Plyg@M Electric Playground		137-207a (1:37 XM-2:37 XM)	M-----	1:00	1	\$400.00	LV1	0.00	NM	1	\$400.00
TBD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	M-----		1		\$400.00		0.00					
E 2	8	10/20/12	10/20/12	Sat 1135p-1235a Priv P@M Private Practice		1135p-1235a	-----S-	1:00	1	\$1,000.00	LV1	0.00	NM	1	\$1,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount		
UNIT, THE<																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-		1		\$1,000.00		0.00						
E 3	8	10/20/12	10/20/12	Sat 7-8p - ET Wknd	CM	7-8p		-----S-	1:00	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
				Ent Tonight Weekend												
ENT TONIGHT 60																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-		1		\$2,000.00		0.00						
E 4	8	10/21/12	10/21/12	8 News Now Sun 5-7p	CM	430-5p, 630-7p		-----S	1:00	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
				8 News Now Sun												
8-NOW SU 5PM/INSIDE EDITN W																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S		1		\$3,000.00		0.00						
												Totals	4	\$6,400.00		